

CROSS MY HEART HEALTHY CHALLENGE *Implementation Guide*

Monday, January 30 - Friday, February 24

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Thank you for your interest in participating in the Cross My Heart Healthy Challenge. This guide will take you through the steps of preparing for and implementing the challenge in your worksite and includes any resources you may need.

The Cross My Heart Healthy Challenge is the first of four challenges offered this year by the Florida Department of Health in Escambia County (FDOH-Escambia). The dates of this challenge, January 30 - February 24, were chosen to align with American Heart Month and National Wear Red Day®. By participating in this challenge during the dates presented, your organization is among others in Escambia County, including FDOH-Escambia, taking part in the same challenge and improving health and preventing chronic diseases.

*If these dates do not work for your organization, but you are still interested in participating in a similar challenge, contact the FDOH-Escambia employee wellness coordinator (Stephanie Sisko) at **Stephanie.Sisko@FLHealth.gov** for assistance with creating a challenge that better serves the needs of your employees.*

If you have any questions, comments, or need assistance before, during, or after this challenge, don't hesitate to contact Stephanie.

Thank you and enjoy the Cross My Heart Healthy Challenge!

CROSS MY HEART HEALTHY CHALLENGE

Cross My Heart Healthy Challenge Description

Employees will form teams of two to five people. Each participant will create his or her own healthy promise. The promise is a healthy behavior that the participant can practice every day. Participants will earn points for keeping their promise. They will also have the opportunity to earn additional points through bonuses. Participants will track their points and report to their team captain each week. Team captains will then report points to the person heading the challenge at your organization.

Justification

- February is American Heart Month.
- Cardiovascular disease is a leading cause of death in Escambia County.
- Many people choose health-related resolutions following the New Year. Having support when adopting healthy behaviors may increase the likelihood that those behaviors will become a habit.

Objectives

- **Knowledge Objectives**
 - At the end of the challenge, participants will be able to correctly identify the risk factors for heart disease when presented as a multiple choice question.
- **Behavioral Objective**
 - After the challenge concludes, 50 percent of participants will continue to engage in chosen healthy behavior. A follow-up survey, given a month after the challenge end date, will determine if participants have made their chosen healthy behavior a habit.

1. Florida Department of Health. (2017). *Leading causes of death for 2015*. <http://www.flhealthcharts.com/charts/DisplayHTML.aspx?ReportType=7226&County=17&year=2015&tn=33>.

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Challenge Overview

- Participants will register teams of two to five people. See the Registration Form in Appendix A.
 - During registration, each team will select a team captain and a team name.
- Participants will develop and submit a healthy promise to their team captain. Each team member can have a different promise. See the My Healthy Promise form in Appendix B for examples.
- Participants will record points on a tracking chart. Electronic (available upon request) and print versions (Appendix C) are available.
- Team with the highest point average after four weeks will win the challenge.
- **Team Captain Responsibilities**
 - Every Friday by the end of the day, collect team members' total points for the week.
 - Every Monday by 12 PM, calculate total points earned for team and submit to the person overseeing the challenge at your organization. Electronic (available upon request) and print versions (Appendix D) are available.

Individual Points

- Earn up to 15 points per week (Monday – Friday; not including surprise bonuses) toward your team's overall total.
 - Participants can earn 2 points per day for keeping their promise.
 - Participants can earn 1 point per day for *attempting* to keep their promise. This means that you tried your best to keep your promise that day, but did not.
 - Participants will earn 0 points on days they did not attempt to keep their promise.
 - Participants can earn 5 points per week for completing the weekly bonus activity (see below).
- Participants can complete two surprise bonuses to earn 10 points each (see below).
- **Weekly Bonuses (+5 points):**
Complete by Friday of the corresponding week. FDOH-Escambia will provide more information.
 - **Week 1** – Support Heart Health: Wear Red on Feb 3 for National Wear Red Day®
 - **Week 2** – Feed Your Heart: Share a heart-healthy recipe with your team.
 - **Week 3** – Strengthen Your Heart: Get moving with your teammates.
 - **Week 4** – Fill Your Heart: Create a gratitude list.
- **Surprise Bonuses (+10 points):**
Complete by Friday, February 24. FDOH-Escambia will provide more information.
 - **Bonus #1: Know Your Blood Pressure (week 1)**
 - **Bonus #2: Know Your [Health Score](#) (week 3)**

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Promoting the Challenge and Registering Participants

- **Post flyers.** Post the flyer in Appendix E throughout the organization and especially in high-traffic areas, such as break rooms, on the refrigerator, or in restrooms. Consider creating an employee wellness bulletin board where you can display wellness information.
- **Add it to the agenda.** Ask supervisors to share information about the challenge during staff meetings. Employees may be more likely to participate if leadership promotes and participates in the challenge.
- **Send an email.** A week before the challenge starts, send out an email informing employees about the challenge and how to register.
- **Send a reminder email.** Send the Friday before the challenge to remind employees to sign up.
- **Consider a wellness day kickoff event.** Choose a day during the week of January 23 to set a table where employees can register for the challenge. To increase participation, offer prizes to the first three teams that sign up, have healthy food samples and/or physical activity demonstrations, or have a licensed massage therapist on hand for complimentary massages to those who register.
- **Create an online registration form.** If you choose not to have a kickoff event, consider using an online registration form through a website such as SurveyMonkey® to register participants. You can still offer a prize to the first few teams that register. FDOH-Escambia has created a registration form in SurveyMonkey®; email Stephanie.Sisko@FLHealth.gov to access it.

Choosing Incentives

Offering a prize for the winning team will encourage employees to sign up and stick with the challenge. The key is to offer something of value. Ask employees what would motivate them to win! See examples in Appendix F. Note: A certificate will be provided at the end of the challenge.

Engaging Participants

Make this challenge fun for employees! Feel free to add events and activities throughout the challenge, such as those you might offer at the wellness day kickoff event. Examples for activities could be inviting experts to speak about heart health or creating a wellness board to display team rankings. Ask employees for feedback about what they are interested in learning about or doing. The more ownership they have over their employee wellness program, the more likely they are to participate in this event and future ones.

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Weekly Email Instructions

FDOH-Escambia will create the weekly emails. Emails will be sent to the person overseeing the challenge at your organization by 4:00pm each Friday of the challenge. This person will then send the email to those participating in the challenge every Monday morning. Topics will include:

- **Tips for Reaching Goals** New tips each week.
- **Why Weekly Bonus?** The importance of supporting, feeding, strengthening, and filling your heart.
- **Top Teams:** Recognize top teams with the most points.
- **Motivational Monday:** Quote to encourage challenge participants.

Challenge Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
23 Registration Begins	24	25	26	27
30 Challenge Begins 8am: Weekly Email	31	1	2	3 Captains collect points from team members
6 8am: Weekly Email 12pm: Captains send points to coordinator	7	8	9	10 Captains collect points from team members
13 8am: Weekly Email 12pm: Captains send points to coordinator	14	15	16	17 Captains collect points from team members
20 8am: Weekly Email 12pm: Captains send points to coordinator	21	22	23	24 Challenge Ends Captains collect points from team members
27 12pm: Captains send points to coordinator	28	1 Winners announced in <i>Health Works</i> newsletter	2	3

CROSS MY HEART HEALTHY CHALLENGE

Registration Form

Turn in this form to register your team for the challenge! You only need one form per team. Choose two to five team members and designate a team captain. Don't forget to choose a team name!

Team Name: _____

Team Captain: _____

Email: _____

Team Members: *Please write names clearly.*

1. _____

Email: _____

2. _____

Email: _____

3. _____

Email: _____

4. _____

Email: _____

CROSS MY HEART HEALTHY CHALLENGE

My Healthy Promise

Choose A Promise

Every day, I promise to...

- ☐ ...get at least 30 minutes of moderate-intensity activity.
- ☐ ...drink water with every meal.
- ☐ ...eat 5 fruits and vegetables.
- ☐ ...limit screen time to 2 hours or less.
- ☐ ...take a 15-minute walk at lunch.
- ☐ ...bring my lunch to work.
- ☐ ...get 7-9 hours of sleep each night.
- ☐ ...practice a stress-reduction technique.
- ☐ ...stand and stretch at least once an hour during the workday.
- ☐ ...put away electronics 30 minutes to 60 minutes before bedtime.
- ☐ ...take a brisk walk after dinner.
- ☐ ...exercise in the morning.

OR

Create Your Own

Make sure you can answer “Yes” to the following questions:

- ⇒ Is this a behavior that will help to improve my health?
- ⇒ Is this something I can practice DAILY?
- ⇒ Is this something achievable, yet challenging?
- ⇒ Is this something that I want to make a habit in my daily life?

Write your promise here (or somewhere else) and post it in a place you will see it daily such as on your computer or refrigerator:

Every day, I promise to _____

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Individual Points Tracker

Every day, I promise to _____

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday	Totals
Healthy Promise						
Weekly Bonus						
Surprise Bonus						
Weekly Total						
Week 2	Monday	Tuesday	Wednesday	Thursday	Friday	Totals
Healthy Promise						
Weekly Bonus						
Surprise Bonus						
Weekly Total						
Week 3	Monday	Tuesday	Wednesday	Thursday	Friday	Totals
Healthy Promise						
Weekly Bonus						
Surprise Bonus						
Weekly Total						
Week 4	Monday	Tuesday	Wednesday	Thursday	Friday	Totals
Healthy Promise						
Weekly Bonus						
Surprise Bonus						
Weekly Total						
Overall Total						

Points Guide

Daily

Kept Promise = 2 points

Attempted Promise = 1 point

Did Not Attempt Promise = 0 points

Can earn up to 10 points per week

Weekly

Completed Bonus Activity = 5 points

Can earn up to 5 points per week

Enter weekly and surprise bonus points on the day you complete the activity.

Surprise Bonus (2 during the challenge)

Completed Surprise Bonus = 10 points

Can earn up to 20 points total

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Team Captain Log

Team Name: _____

Participant Name	Week 1	Week 2	Week 3	Week 4
Team Captain:				
Total Weekly Points				

CROSS MY HEART HEALTHY CHALLENGE

NEW Employee Wellness Challenge

Monday, January 30 - Friday, February 24

- ⇒ *Form a team*
- ⇒ *Create an individual healthy promise you would like to make into a daily habit*
- ⇒ *Earn points for keeping your promise*

*The team with the highest point
average after 4 weeks wins!*

Registration Begins January 23

CROSS MY HEART HEALTHY CHALLENGE *Incentives & Rewards*

Incentives can be used to encourage employees to participate in wellness activities and to reward those for a job well done. Not sure what to offer as an incentive? Ask your employees what would motivate them. Contact FDOH-Escambia to see how we can help you with providing incentives. Below are some ideas.

- Locate a gym or fitness facility that will offer discounts for employees to join.
- Offer massage sessions (coordinate with a certified massage therapist).
- Provide gift cards for local sporting goods stores, fitness studios, or healthy restaurants.
- Create a unique plaque or trophy to give to winners of wellness challenges.
- Recognize employee efforts in company newsletter or on a “Wellness Wall.”
- Provide reminders to engage in healthy behaviors (resistance bands, salad shakers, etc.)
- Throw a themed party for program participants! Provide healthy choices.
- Have a potluck at the end of a challenge for all participants. Allow employee to bring in their favorite healthy dish.
- Arrange a one-on-one consultation with a Registered Dietitian or Personal Trainer.
- Give prizes that encourage healthy behaviors (weights, blender, activity trackers, etc.).
- Offer paid time off for reaching wellness-related goals.
- Ask FDOH-Escambia about a Blender Bike party!
- Grant flex time to participate in wellness activities.

